UNIQUE IN CIGARETTE FILTRATION

1964

Now taste the good things that happen to smoke filtered through charcoal granules

Flavor, the rich rewarding flavor of fine tobaccos made to taste even better because the smoke is filtered through charcoal granules.

Smoothness, a new kind of smoothness made possible by charcoal granules not only activated but specially fortified in LARK's exclusive Keith filter.

RICHLY REWARDING yet UNCOMMONLY SMOOTH

Read the back of new LARK's pack and try them today.

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Source: https://www.industrydocuments.ucsf.edu/docs/rnvl0000